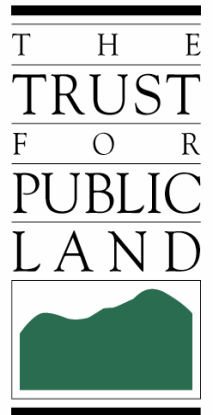




Cache County, Utah

May 2003

Adam Eichberg,
Associate National Director,
Conservation Finance



METHODOLOGY

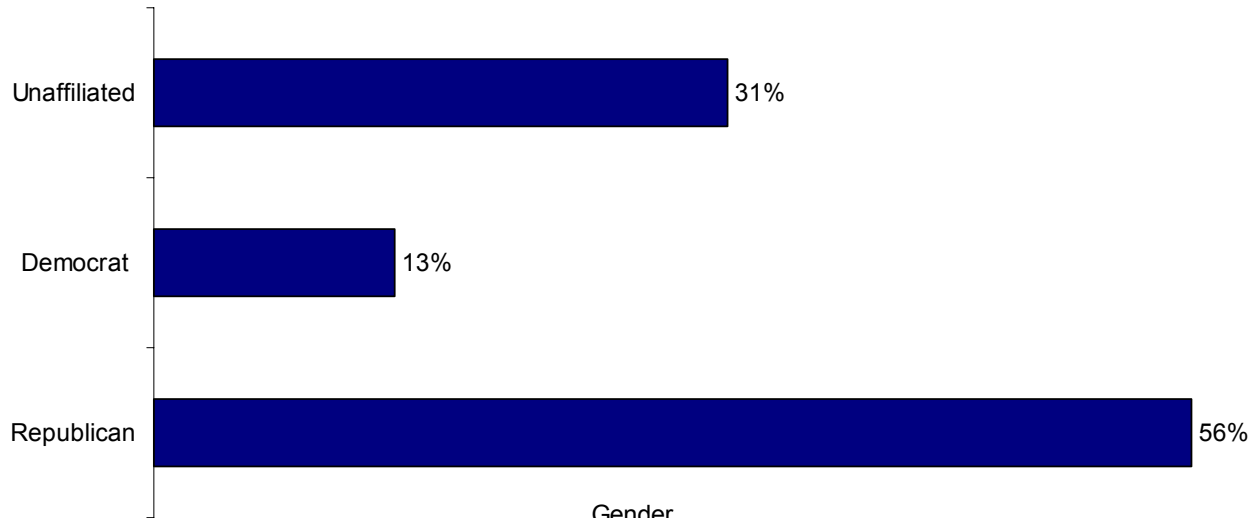
The Trust for Public Land and the Information Alliance are pleased to have conducted a survey of 300 registered “likely” voters throughout Cache County, Utah. The margin of error for a sample of this type is $\pm 5.66\%$.

Interviews were collected May 8-16, 2003.

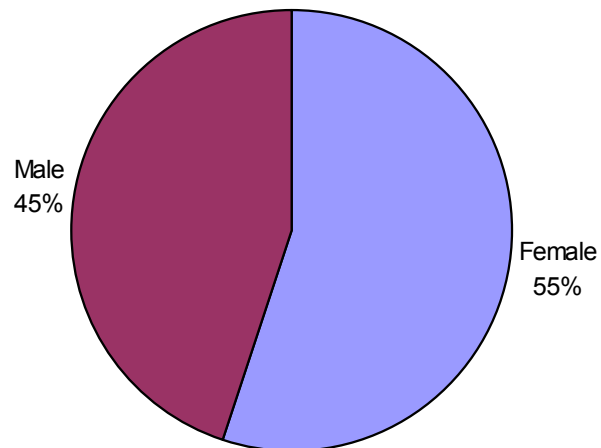


A representative sample of Cache County voters was used to obtain statistically valid results

Party Registration

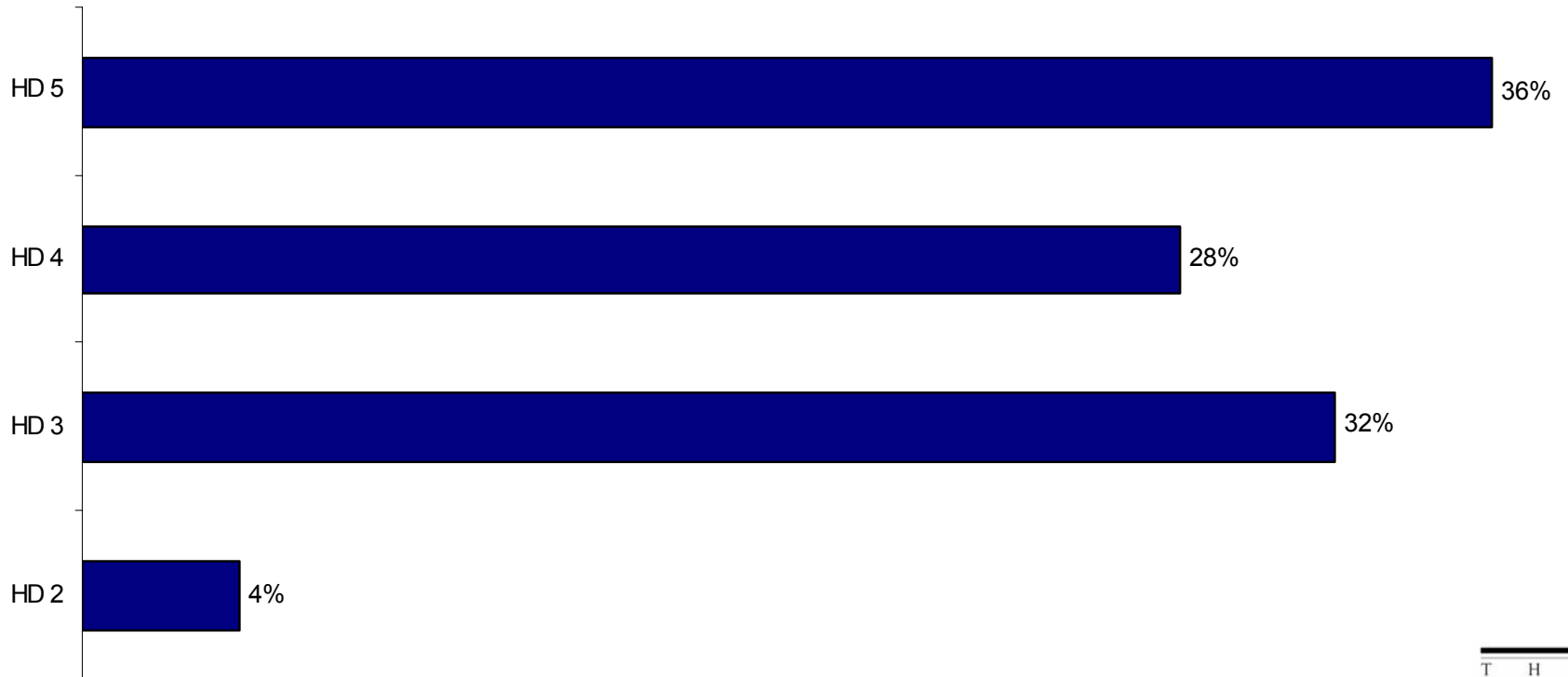


Gender



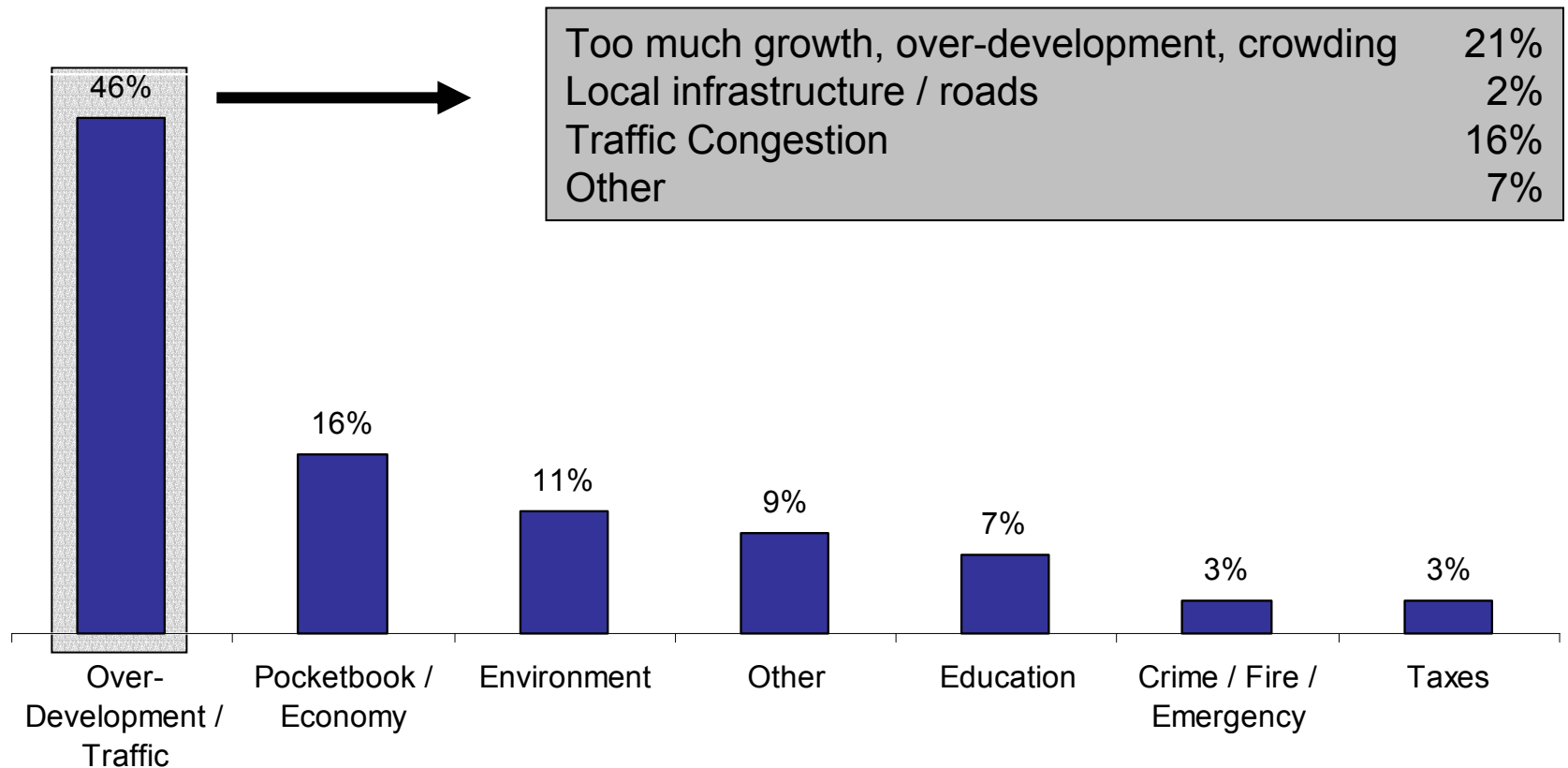
A representative sample of Cache County voters was used to obtain statistically valid results

House District



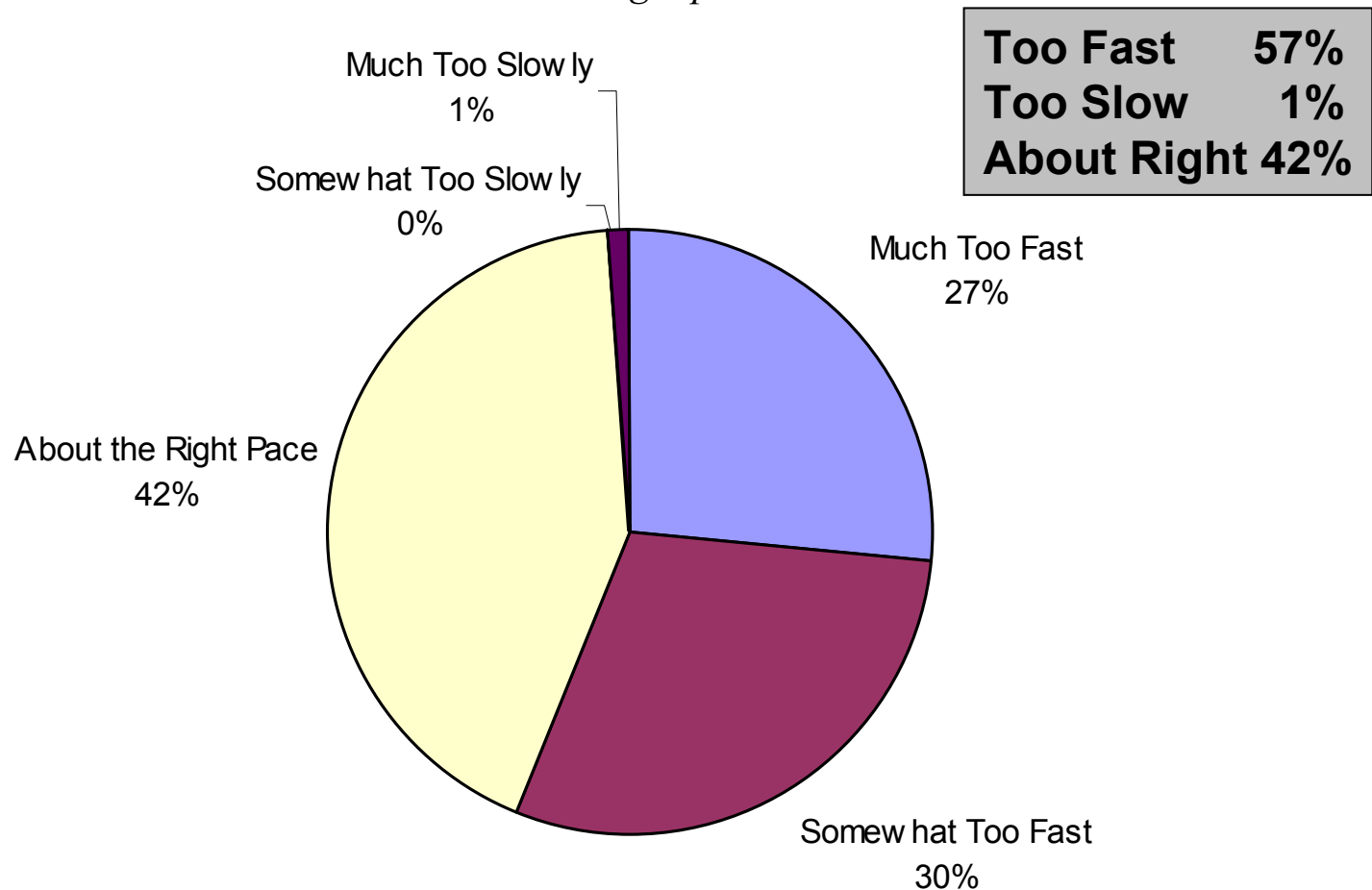
Concerns about growth and development dominate voters' concern about their local area

What would you say is the single MOST important problem facing your local area, that is, the one you, yourself, are most concerned about?



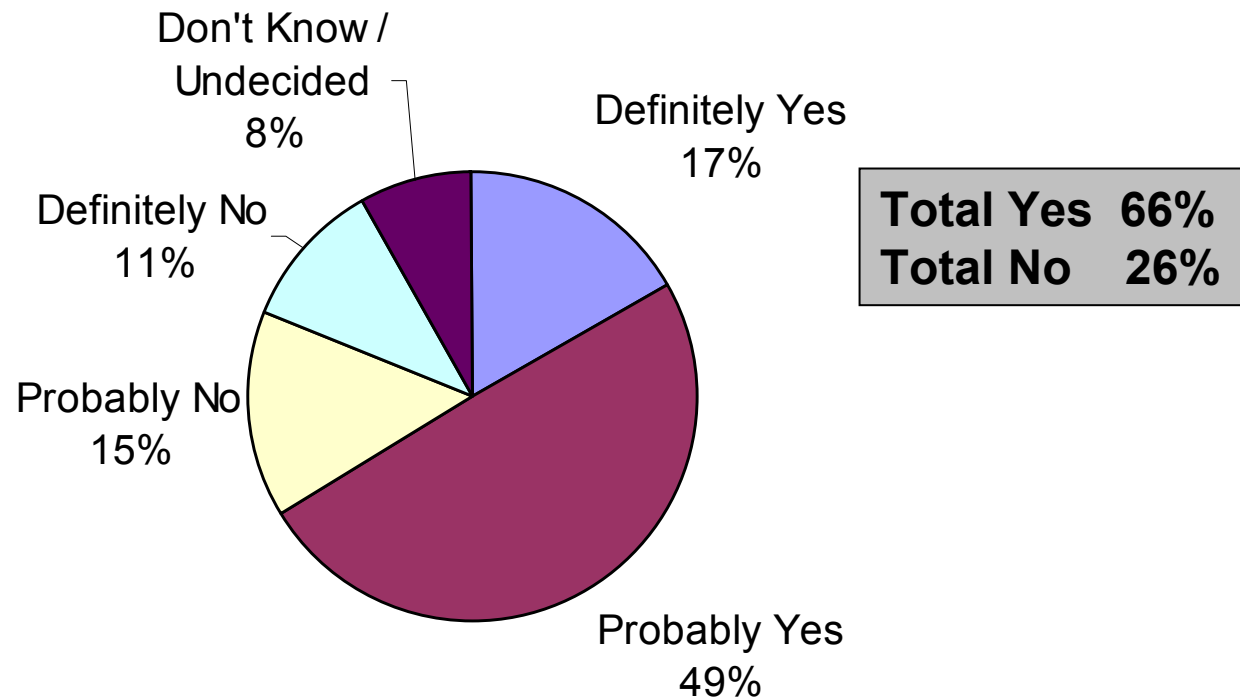
Cache County's rate of growth is a concern to a majority of citizens

Generally speaking, do you feel Cache County is growing and developing too fast, too slowly or at about the right pace?

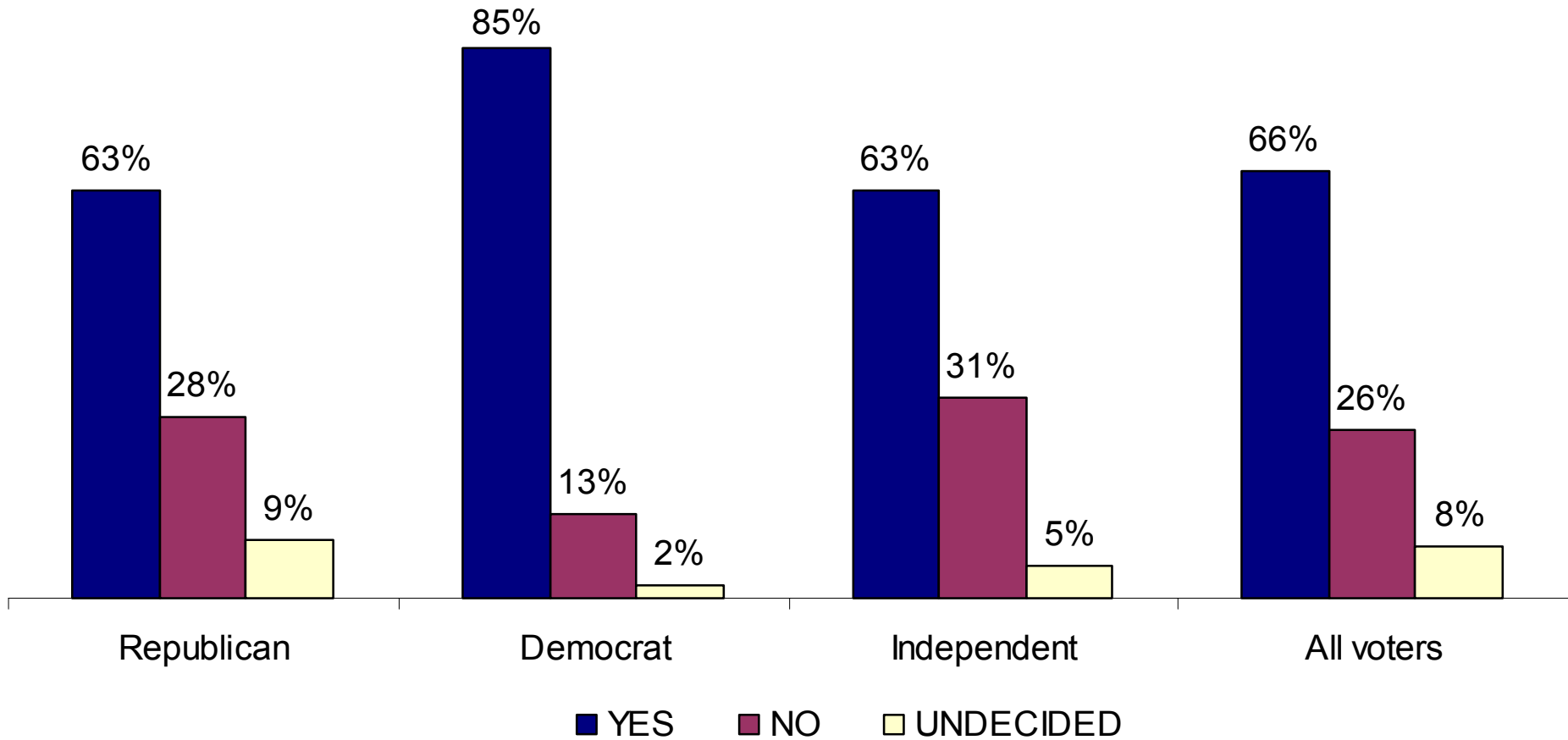


There is majority support for issuing \$20 million bonds

Shall Cache County, Utah in order to protect and preserve agricultural lands, wildlife habitat, lands that preserve water quality, scenic landscapes and vistas, and open space be authorized to issue general obligation bonds to purchase conservation easements in an amount not to exceed 20 million dollars payable and due in no more than 20 years from the date or dates of said bonds with all expenditures based on the recommendations of a citizen's advisory committee and subject to an annual independent audit?

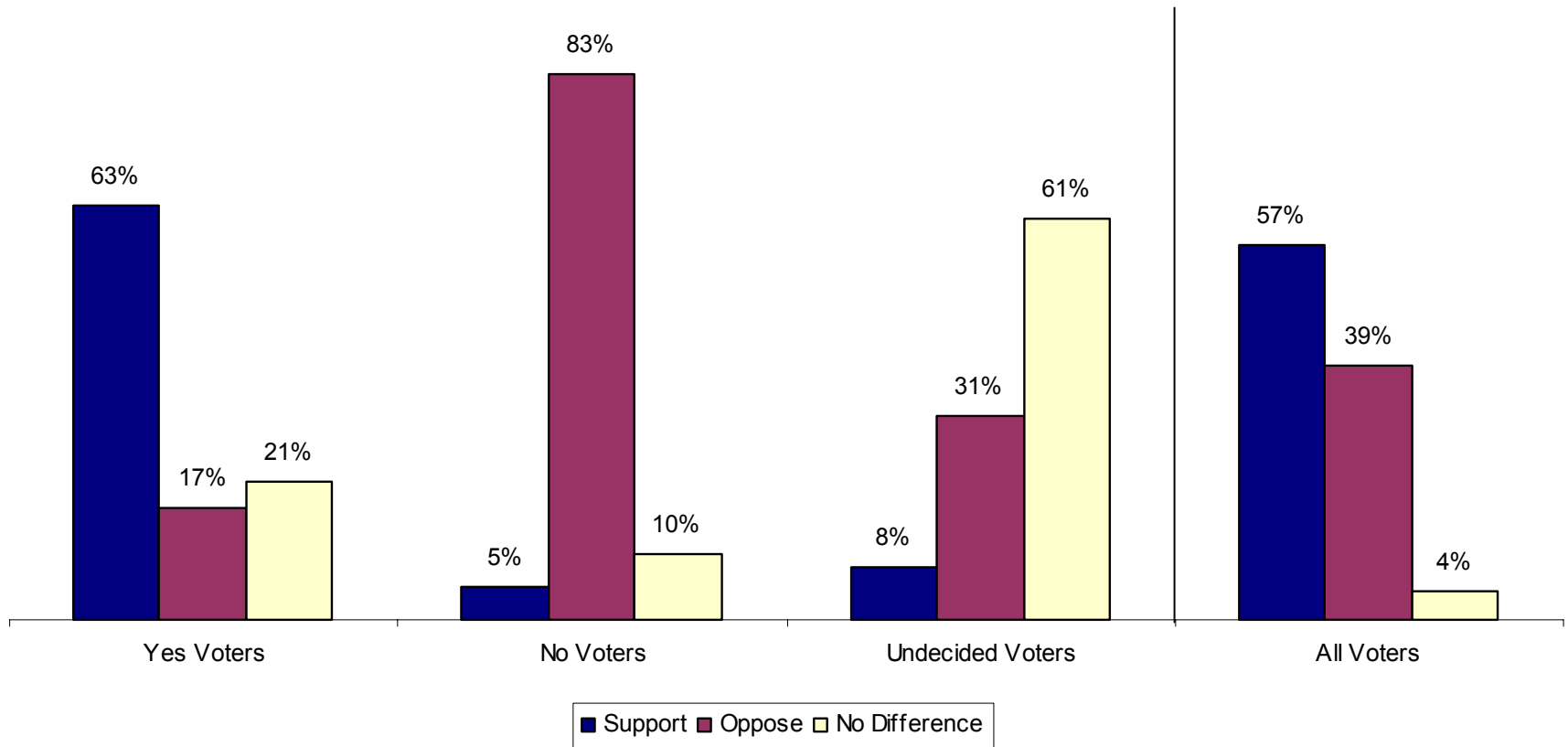


Support for issuing \$20 million bonds is strong across party affiliation



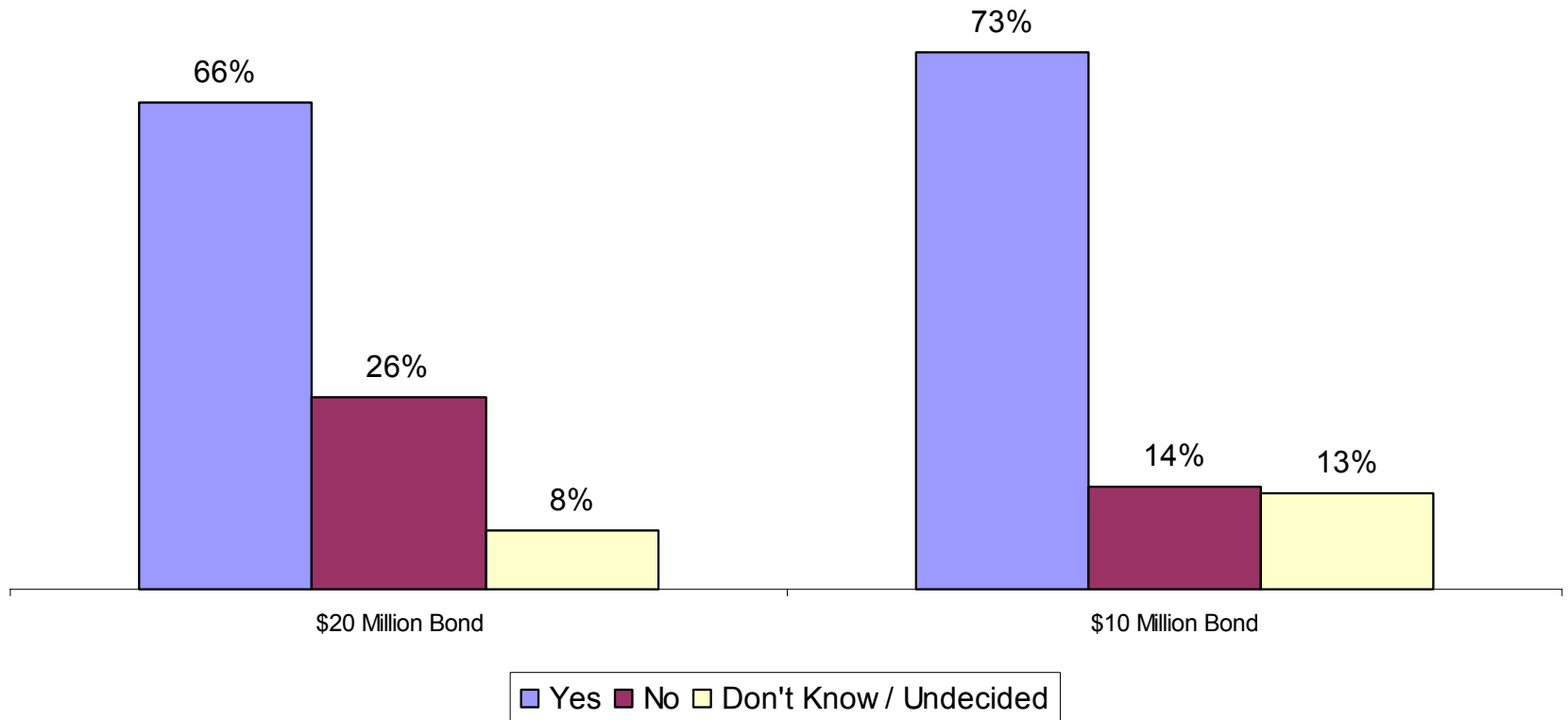
There is some tax sensitivity when expressing the tax increase in terms of yearly property tax cost...

Would you support or oppose this measure if you knew that the 20 million dollar bond would increase the yearly property tax on a home valued at \$100,000 by 33 dollars per year, or would it not make much difference in your support?



Lowering the bond amount to \$10 million increases support moderately

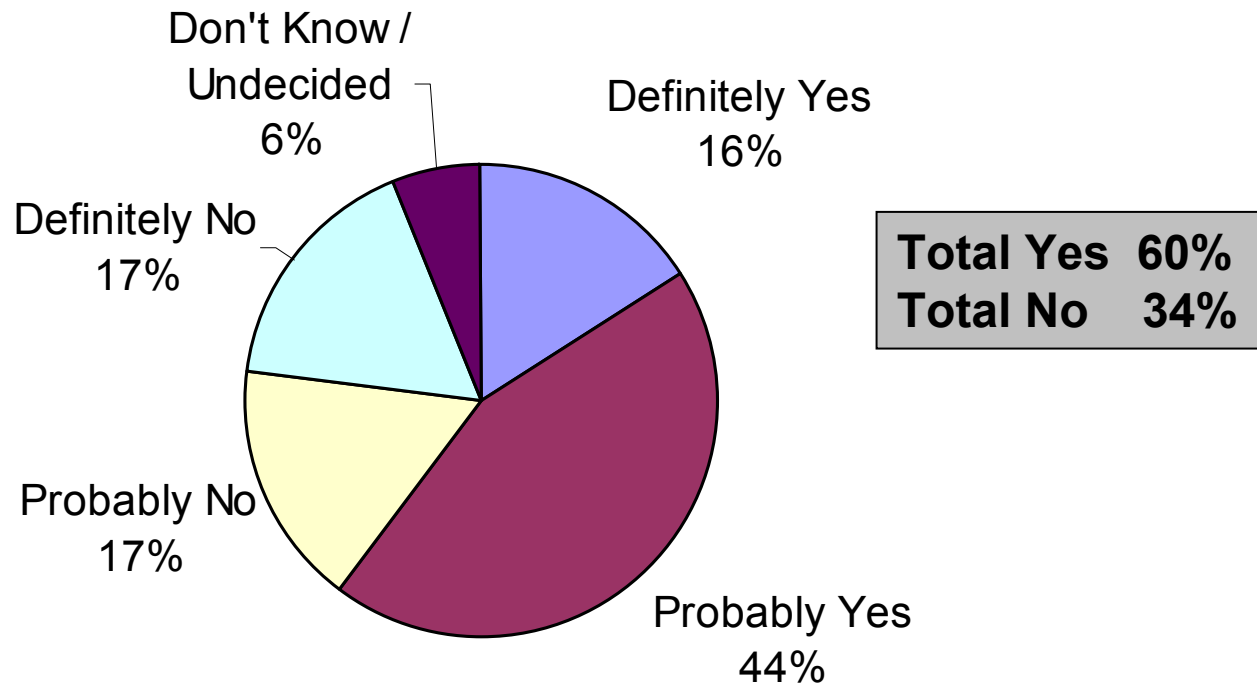
Would you vote yes or no if the proposal on the ballot was for a 10 million dollar bond instead of a 20 million dollar bond.....



Majority support also exists for raising the property tax through the Truth in Taxation Process

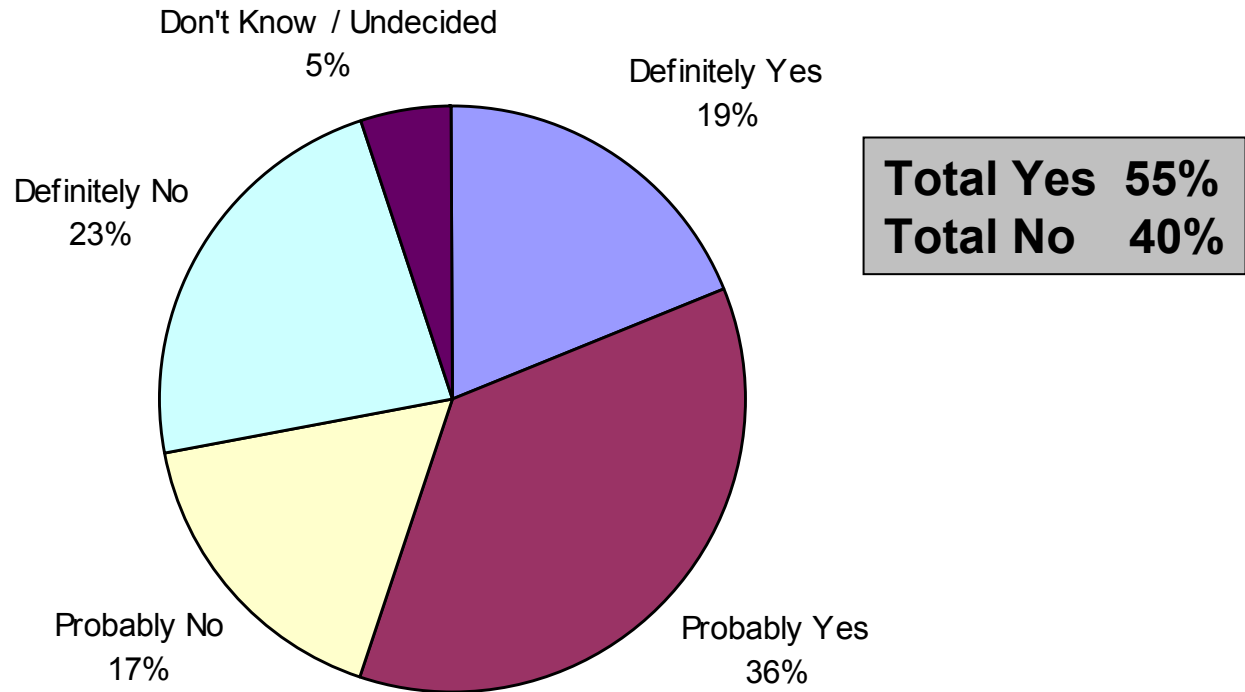
The Cache County Council could increase, through the Truth in Taxation process, the county portion of the property tax by 28 cents per 1000 dollars of taxable property value in order to protect and preserve agricultural lands, wildlife habitat, lands that preserve water quality, scenic landscapes and vistas, and open space by purchasing conservation easements and would increase the yearly property tax on a home valued at 100,000 dollars by 28 dollars per year.

Would you support or oppose the Cache County Council taking this action?



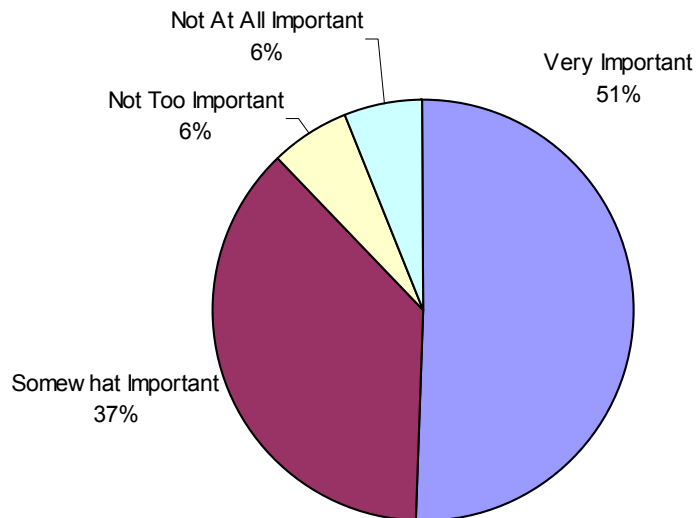
Support falls slightly when mechanism is sales tax.

If the election were being held today, would you vote “yes” or “no” for a proposal to raise the county sales tax by one eighth of one percent or twelve point five cents on a one hundred dollar purchase, in order to protect and preserve agricultural lands, wildlife habitat, lands that preserve water quality, scenic landscapes and vistas, and open space by purchasing conservation easements?

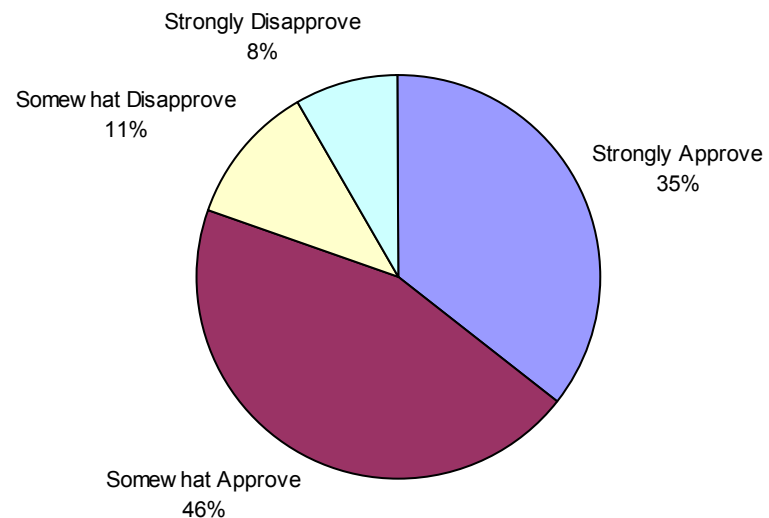


Citizens strongly support protecting agricultural land in Cache County AND using easements as the protection mechanism

How important do you feel that it is for Cache County to have a program to protect agricultural land from development?

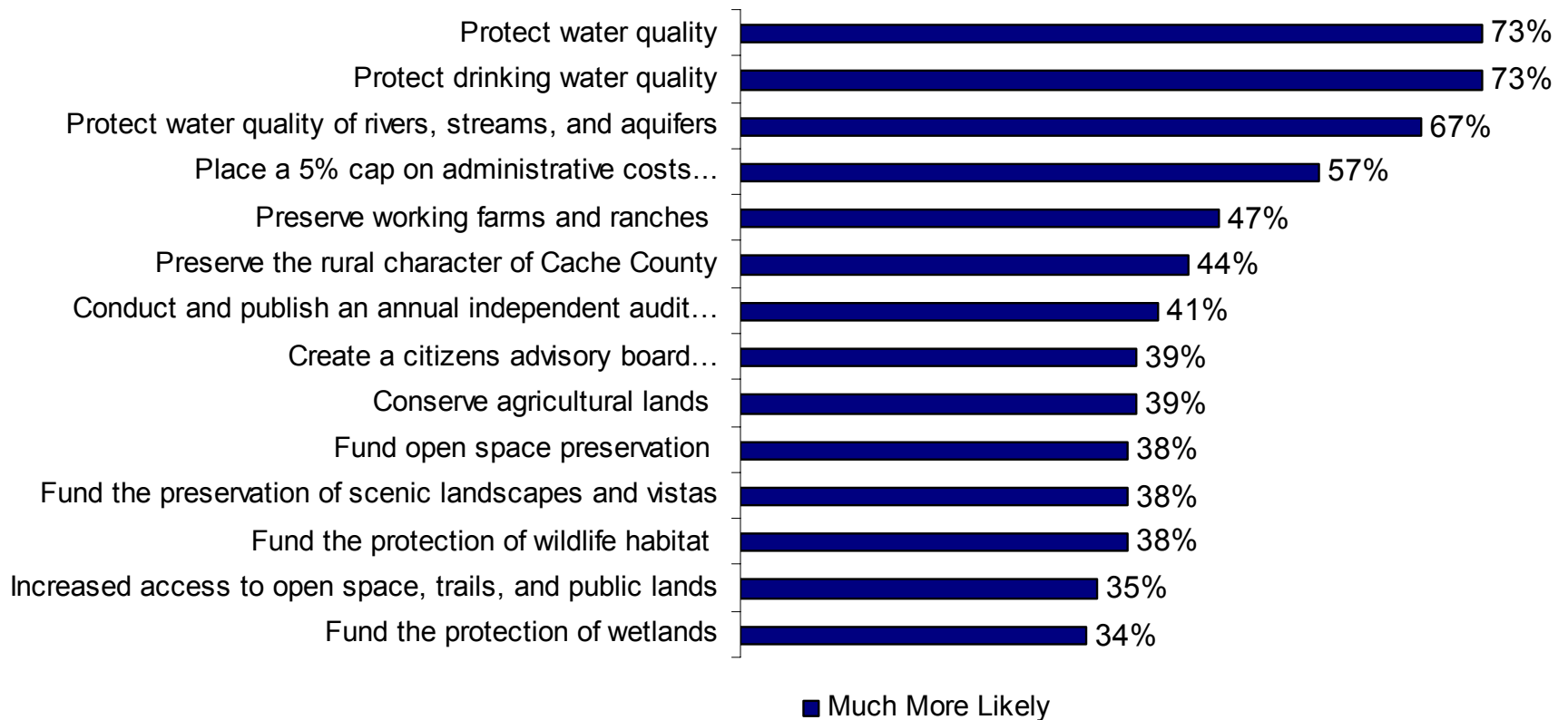


As you may know, a purchase of development rights or conservation easement program uses public tax dollars to pay landowners who voluntarily agree to keep their farmland in permanent agricultural use rather than selling it for development. Generally speaking, would you approve or disapprove of an agricultural easement program in your community?



Water and administrative safeguards top list of possible program components

Now, let me read you some specific aspects, other than agricultural easements, of this proposed initiative which are being considered, and for each aspect of the proposal, please tell me if that would make you more likely or less likely to vote Yes in favor of this proposal



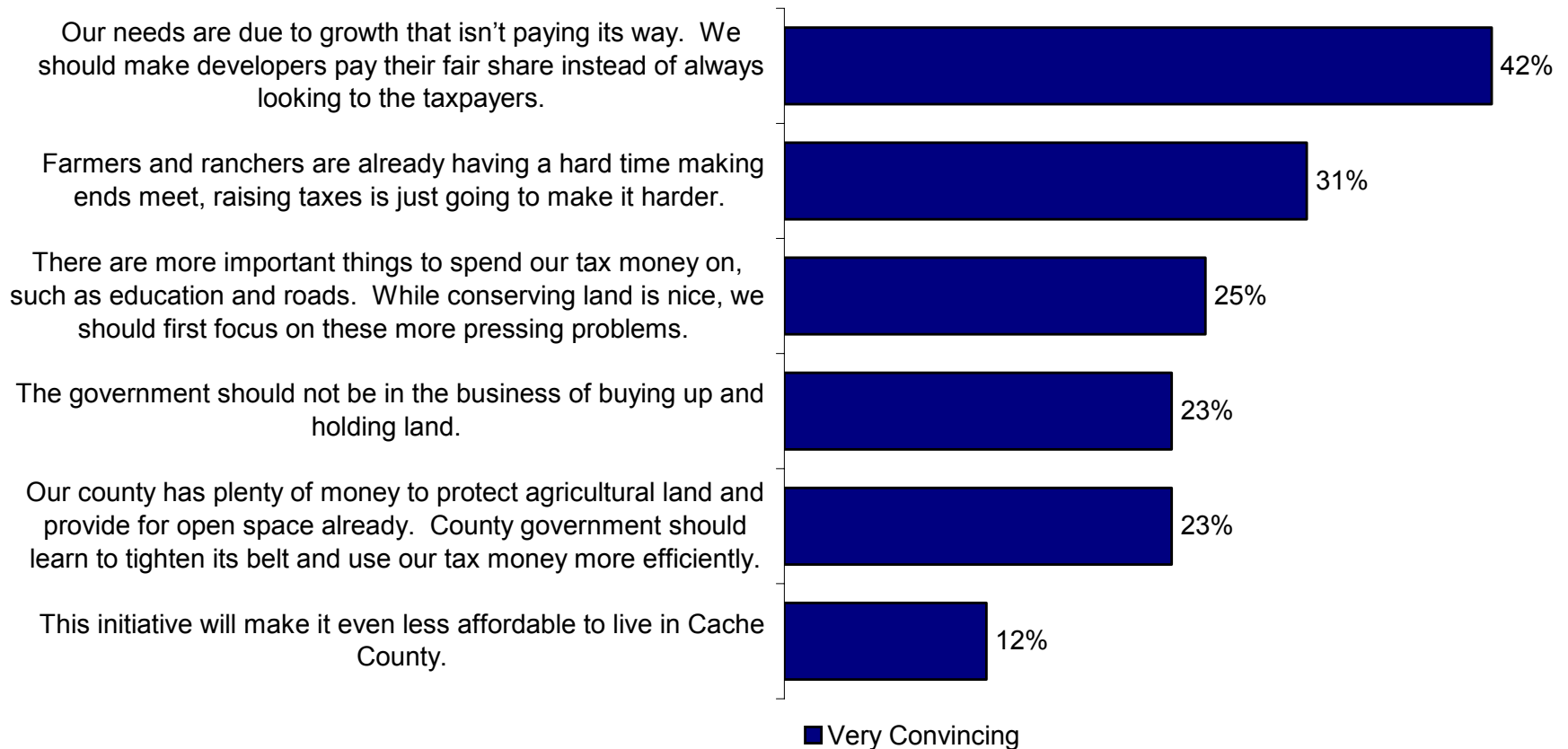
Water and growth are the most compelling arguments in favor of this proposal...

I am going to read you some arguments that people have made in favor of this initiative. After I read each one, please tell me whether the argument is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote yes, in favor of this proposal....



Only two messages AGAINST the proposal rank higher than the lowest ranking positive argument...

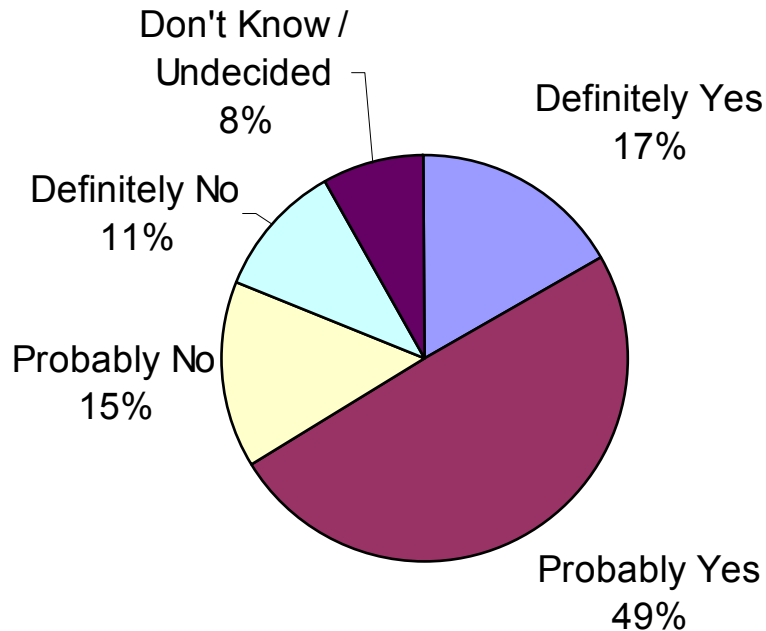
Now I am going to read you some arguments that people might make against the initiative. After I read each one, please tell me whether the argument is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote no, against the initiative...



After this simulation of the give and take of public discourse, support drops slightly for the \$20 million bond proposal

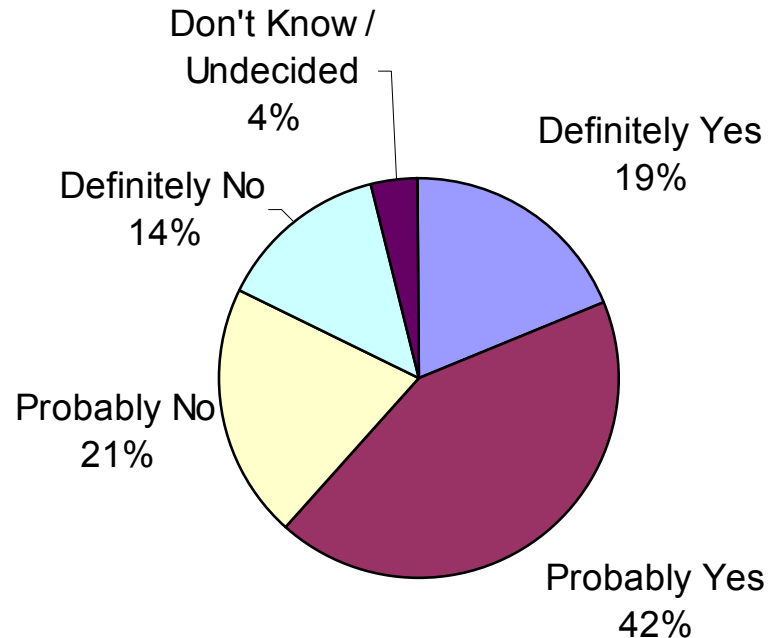
Initial Ballot

Total Yes 66%
Total No 26%



Post Ballot

Total Yes 62%
Total No 35%



THE BOTTOM LINE

There is support for a proposal to issue general obligation bonds in order to fund land conservation through the acquisition of conservation easements to benefit the county. Some of these benefits include protecting water quality, preserving the counties rural character, and preserving working farms and ranches.

